

The Service Excellence Blueprint



Date: 8th & 9th June 2026

Time: 9.00am to 5.00pm

Venue: Armada Hotel, Petaling Jaya, Selangor.



In today's competitive business environment, customer service is the lifeblood of every organization. Regardless of how outstanding a product or service may be, without excellent customer service, customer loyalty cannot be sustained.

Service excellence must exist at every customer touchpoint. There are three critical stages where exceptional service is required:

1. **Pre-Sales Service** – Creating positive first impressions and building trust.
2. **After-Sales Service** – Strengthening relationships after purchase.
3. **Internal Customer Service** – Ensuring seamless support among departments.

When all three stages operate with excellence, organizations create sustainable competitive advantage.

This highly interactive programme is designed to bring out the best service mindset in every participant. It incorporates selected principles of **Neuro-Linguistic Programming (NLP)** to enhance communication, emotional intelligence, and customer management skills.

The key objective is simple yet powerful:

To develop service professionals who consistently deliver excellence — whether serving external clients or internal stakeholders.

OBJECTIVE:

SERVICE EXCELLENCE explores practical, easy-to-apply methods that help participants transform their customer service approach through mindset, behaviour, and communication techniques.

- Upon completion of this programme, participants will be able to:
- Understand the true meaning and impact of customer service
- Develop a positive and professional service attitude
- Recognize different levels of customer service standards
- Identify and adapt to different personality types
- Handle complaints confidently and professionally
- Conduct effective service recovery to rebuild customer trust

Course Fee:

Normal Price

Early Bird Promo (register before 5th June 2026)

If you come with a colleague or bring a friend

RM 2,288.00/pax

RM 1,788.00/ pax

RM1,588.00/pax

HRDCorp Claimable Course

***Price includes Speaker Notes, Attendance e-Certificate, Tea Breaks and Lunch*



The Service Excellence Blueprint

PROGRAMME OUTLINE

DAY ONE

Building the Right Service Mindset & Standards

9.00 am – 9.30 am

Module 1 Introduction to Service Excellence

- Ice-breaking activities
- Understanding Customer SERVICE

9.30 am – 10.30 am

Self – Activity:

Module 2 WIIFM [The Lion & Gazelle]

Participants explore key service principles that shape daily interactions:

Key Learning Outcomes:

- Identify the reason participants are in their job
- Understanding the need to deliver amazing service
- Identify the important attributes to stay ahead

This session emphasizes that service excellence begins internally before it is delivered externally.

10.45 am – 12.00 pm

Module 3 Emotions – Video & discussion

Participants explore key service principles that shape daily interactions:

- **Play** – Bringing positive energy into work
- **Enjoy the Day** – Creating uplifting customer experiences
- **Be Present** – Practicing active listening and attentiveness
- **Your Attitude** – Choosing professionalism and positivity

This session emphasizes that service excellence begins internally before it is delivered externally.

1.00 pm – 3.30 pm

Module 4 Rapport - The Importance of Personality in Service

- Overview of different personality types
- Identifying participants' own personality styles
- Understanding behavioural tendencies
- Adapting communication styles to suit different personalities

Participants gain insights into how personality influences customer expectations and reactions.

3.45 pm – 5.00 pm

Module 5 Value of Service – Discussion

- Identify the value of the services they provide
- Design their script

Participants design their script to introduce the value of their service to their customers.

The Service Excellence Blueprint

DAY TWO

Managing Customers & Complaints

9.00 am – 10.30 am

Module 6 Identify Needs – Activity: The Tender Interactive Simulation Exercise

Participants are divided into teams and assigned the role of companies tendering for a contract. Each team must design and present a service solution based on customer requirements.

Key Learning Outcomes:

- Learn the importance of identifying the customers real needs
- Recognizing the importance of asking the right questions
- Identifying service gaps in their own organization
- Developing strategies to elevate current service levels

A comprehensive debrief session follows to reinforce key lessons.

10.30 am – 12.00 pm

Module 6 Identify Needs – Activity: The Tender (continued)

1.00 pm – 3.30 pm

Module 8 Case Discussion: Handling Complaints Professionally

- Why customers complain
- The psychology behind dissatisfaction
- Are we truly listening?
- Turning emotional situations into positive opportunities

Participants analyze real-life scenarios and practice structured complaint-handling techniques.

3.45 pm – 5.00 pm

Module 9 Turning Around Customers: Service Recovery Excellence

- Identifying customer types
- Using effective service language
- Powerful phrases that build trust
- The Service Recovery Framework
- Restoring confidence and rebuilding relationships

Participants learn how to transform unhappy customers into loyal advocates.

Main Trainer: MR ONG KHIAN HOCK, HAWKE (LLB)



Mr Hawke is a law graduate from the University of London and an experienced training consultant with over 20 years of professional experience. He specializes in sales, customer service, communication, leadership, problem solving, and change management, bringing practical industry experience into his training approach.

He began his career in sales with AppCo-Granton, followed by a customer service role at Citibank where he established compliance and business continuity frameworks. He later led business training teams at AmBank, Price Solutions (a subsidiary of Standard Chartered Bank), and HSBC Bank, developing learning frameworks and coaching leaders and sales teams nationwide.

Hawke has also served as a training consultant for multiple organizations and as HR Director at Putra Medical Centre Alor Setar, overseeing recruitment, learning and development, employee relations, and organizational training strategies.

He has conducted training for major organizations including PETRONAS, Khazanah Nasional, HSBC Bank, AMBank, KWSP, Malakoff Power, and others. Outside his professional career, he is an accomplished shooter who has represented Malaysia in Southeast Asia shooting championships and advocates continuous improvement in people, processes, and organizations.

HRDCorp Registered Company
(If Yes, please tick)



Workshop Title: *The Service Excellence Blueprint*
Date & Time: *8th & 9th June 2026, Monday & Tuesday*
Venue & Time: *Armada Hotel, Petaling Jaya, Selangor (9.00AM – 5.00PM)*

Course Fee	No. of participants	Total Fees
Normal Fee	RM2,288.00/pax	
Early Bird Rate (<i>Register before 5/6/2026</i>)	RM1,788.00/pax	
If you bring a friend or colleague	RM1,588.00/pax	
Total	pax	RM

DETAIL

Company Name: _____ Industry: _____
Contact person: _____ Company Tel: _____
Company Mobile: _____ Email: _____
Address: _____

_____ Vegetraian Meal

1. Full Name : _____ Designation _____
2. Full Name : _____ Designation _____
3. Full Name : _____ Designation _____

(In the event of additional participants kindly fill up another registration form)

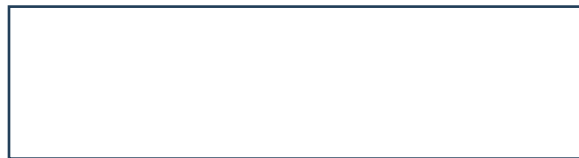
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- I / We hereby enclose Online Banking Transfer
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Cheque should be crossed and made payable to **YOUNG TITANS ENTERPRISE**. Payments can be deposited into our account - **MBB: 512754-555 259**. A copy of the bank-in slip should be scanned and emailed to seminar.young.titans@gmail.com.

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- Email : seminar.young.titans@gmail.com
- Contact: **Mr Teoh**
- Address: Petaling Jaya, Selangor

Contact No: **011- 1057 3088**